MIDSUMMER MADNESS !!

Why, this is very Midsummer Madness!
Twelfth Night Act 3 Scene 4.

[*Entered at Stationers' Hall.*]

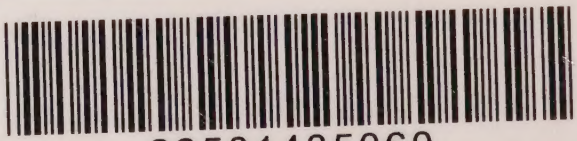
MIDSUMMER MADNESS!

"Why, this is very Midsummer madness!"

—*Twelfth Night*, Act 3, Scene 4.

MADNESS is explained by *Webster* to be rashness and subversion of reason.

"Midsummer madness" therefore fairly describes the use in summer of Clothing which may easily give a dangerous chill, and which, in any case, ensures the maximum of heat and discomfort.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With the evidence in favour of Wool afforded by the practice of wearing flannels for cricket and other violent exercise in the hot season, and with the well-known experience of travellers (including Stanley) and residents in tropical countries, it is madness to persist in wearing in summer linen underclothing, and outerclothing made of, or lined with, cotton or other plant-fibre.

The reasons given by Dr. JAEGER in his popular HEALTH CULTURE,* for preferring light, porous, woollen clothing in summer are, briefly, these :—

1. **The watery vapour which the skin is *always* exhaling, and to which "perspiration" is due, can freely evaporate when the clothing is of Porous Woollen Materials throughout. This watery vapour cannot escape through closely woven linen or cotton.**

2. **The horny nature of the woollen fibre prevents it from being quickly *saturated* with moisture, like linen and cotton.**

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3. **Wool is a slow heat-conductor, and does not become chilly and clammy on the skin. Linen is a rapid conductor of heat, and chills the skin, especially when damp. This is common experience, and everyone knows the terrible danger of sleeping in damp linen sheets.**

When people feel oppressed by the heat, they do not analyse the cause; but they know that if they could strip off their clothing the discomfort and oppression would at once cease. The explanation is, that the vapour exhaled by the skin is prevented by the impervious clothing from escaping; and as Nature intends this vapour to be thrown off, its unnatural and unhealthy confinement is felt as oppression and discomfort.

But if the clothing were suddenly removed, there would be danger of the body cooling too rapidly, and of consequent chill. A similar danger is run when the underclothing is of linen, which, being such a rapid heat conductor, allows the body to cool too quickly.

The light, summer woollen underwear, of stockinet web, devised by Dr. JAEGER, is so smooth as not, like flannel, to irritate the skin, nor does it grow hard and "felt" together after being washed. It is so porous that the vapour exhaled by the skin escapes freely through it, while the slow heat-conducting nature of the *pure* wool prevents chill.

It is of great hygienic importance that the wool be **unadulterated;** and the JAEGER COMPANY make up no materials which are not first chemically and microscopically tested in the Company's laboratory, thus constituting the **JAEGER TRADE MARK** an **ABSOLUTE GUARANTEE** of **PURE WOOL!**

Has not enough been said to show that the JAEGER PURE WOOLLEN CLOTHING is the coolest, safest, and most comfortable in Summer? and that to wear linen instead is rash and unreasonable, in other words,

"MIDSUMMER MADNESS"?

JRE WOOL FOR SUMMER.

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,,	Pants...	,,	6/6
,,	Day Shirts	,,	7/9
,,	Night Shirts	,,	11/9

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